
EA SPORTS

Peter Moore, President



Safe Harbor Statement

Some statements set forth in this presentation, including estimates and targets relating to future financial results (e.g., revenue, profitability, margins), operating plans, business strategies, objectives for future operations, and industry growth rates contain forward-looking statements that are subject to change. Statements including words such as "anticipate", "believe", "estimate", "expect" or "target" and statements in the future tense are forward-looking statements. These forward-looking statements are subject to risks and uncertainties that could cause actual events or actual future results to differ materially from the expectations set forth in the forward-looking statements. Some of the factors which could cause the Company's results to differ materially from its expectations include the following: timely development and release of Electronic Arts' products; competition in the interactive entertainment industry; the Company's ability to successfully implement its Label structure and related reorganization plans; the consumer demand for, and the availability of an adequate supply of console hardware units (including the Xbox 360, the PLAYSTATION3, and the Wii); consumer demand for software for legacy consoles, particularly the PlayStation 2; the Company's ability to predict consumer preferences among competing hardware platforms; the Company's ability to realize the anticipated benefits of its acquisition of VG Holding Corp. and other acquisitions and strategic transactions it may undertake in the future; consumer demand for mobile and online games and the Company's ability to meet that demand with appealing product offerings; consumer spending trends; the seasonal and cyclical nature of the interactive game segment; the Company's ability to manage expenses during the remainder of fiscal year 2008 and in future fiscal years; the Company's ability to attract and retain key personnel; changes in the Company's effective tax rates; adoption of new accounting regulations and standards; potential regulation of the Company's products in key territories; developments in the law regarding protection of the Company's products; fluctuations in foreign exchange rates; the Company's ability to secure licenses to valuable entertainment properties on favorable terms; and other factors described in the Company's Annual Report on Form 10-K for the year ended March 31, 2007 and Quarterly Report for the quarter ended December 31, 2007, or not currently known to the Company. These forward-looking statements speak only as of February 12, 2008. Electronic Arts assumes no obligation and does not intend to update these forward-looking statements.

EA SPORTS

What You Will Hear Today

EA is the Global Interactive Entertainment **Sports Leader**

Nintendo Platforms are a Huge Opportunity

EA SPORTS will Significantly Increase its **Global Online Presence**

EA SPORTS will Transform from a Games Brand Focused on Sports to a **Sports Brand Focused on Games**

We will Remain **Centered Around our Games** Core Competency - Continuing to **Innovate and Improve Quality**

Transform EA SPORTS into a Double Digit Top Line Growth Business

EA SPORTS

Overview



Studio Locations

Vancouver, British Columbia
Orlando, Florida

Headcount

Fiscal 2008E – ~1,550

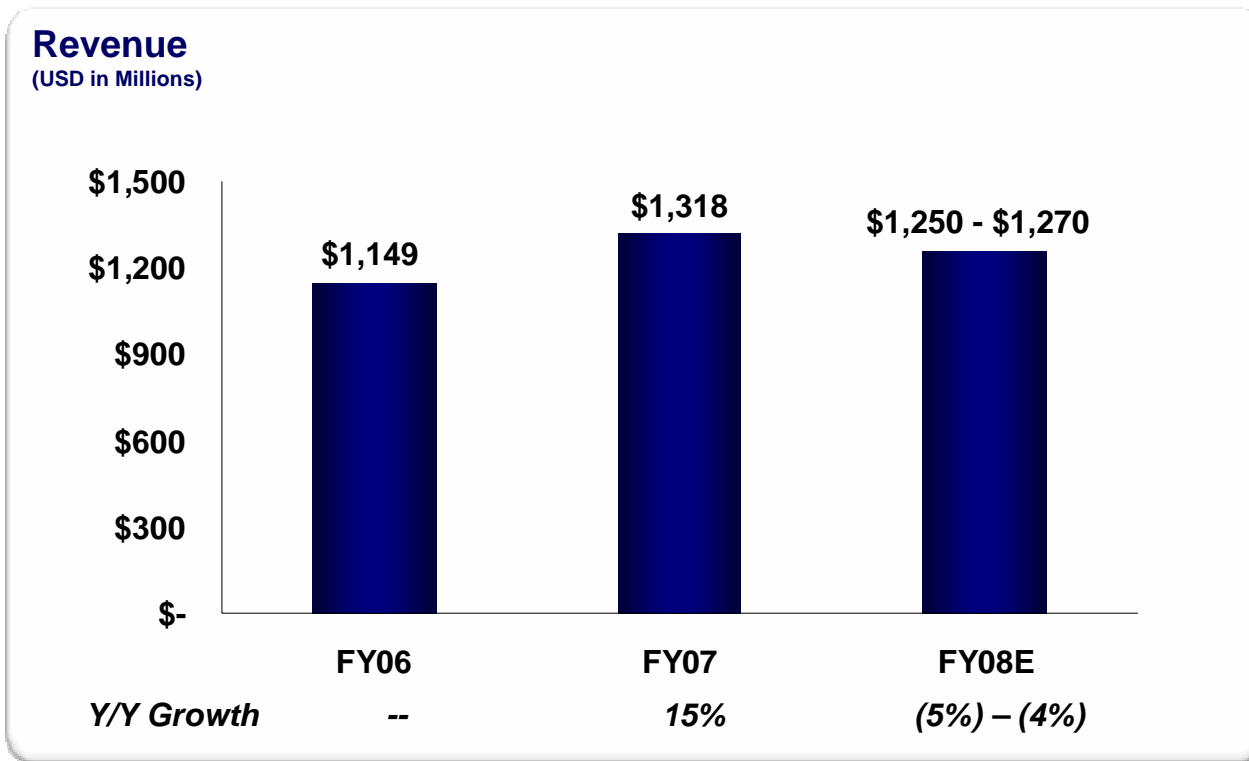
Titles / SKUS

Fiscal 2008E – 18 Titles, 59 SKUs
Fiscal 2007 – 20 Titles, 72 SKUs

Top Talent That Consistently Delivers Year After Year

EA SPORTS

Financial Overview



Building from Leadership

Current State

Strengths / Opportunities

Strengths

Global Interactive Entertainment **Sports Leader**

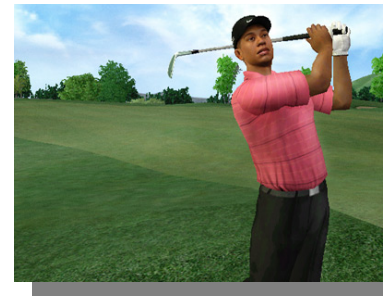
World-Class **Brand**

Powerful **Franchises**

Cutting Edge **Innovation**

Unprecedented Development **Scale** and Processes

Major **License Deals in Place** through Fiscal 2011



Using Today's Strengths to Drive Future Growth

EA SPORTS

20 Years of Madden



Over \$2 Billion Life-to-Date Revenue

Current State

Strengths / Opportunities



Opportunities

Grow Outside of North America

Tighten Quality and Execution

Accessibility

Unlicensed Sports IP

Online Distribution / Sports Communities

Madden 20th Anniversary and Beyond

Soccer

Using Today's Strengths to Drive Future Growth

How We Stack Up Competitively

Sports Segment Share

#1 in Football

#1 in Soccer

#1 in Basketball

#1 in Golf

#1 in Hockey

#1 in Boxing



Big Opportunities remain for **Growth**:

- **Soccer, Basketball, Casual Sports, Other Sports** we currently do not compete in

Sports represents ~**14% share** of Total North America + Europe Packaged Goods Business:

- EA SPORTS has the opportunity to **Grow the Entire Category**

#1 Worldwide in Interactive Sports Entertainment

Strategy

Strategic Pillars

1. *Globalize – Move North America / Europe split from 60:40 to 50:50. Focus on Asia*
2. *Digitize – Aggressively enter higher-margin online businesses*
3. *Expand the Brand – Become a Sports brand focused on games*
4. *Leverage our Licenses – Exploit new opportunities with existing licenses*
5. *Capture the Core – Defend and protect our current consumer base*
6. *Captivate the Masses – Broaden our reach quickly*
7. *Fail Fast, Fail Cheap – Prove concepts quickly and efficiently*

Priorities

1. *Increase Segment Shares - Globalize, Accessibility / Nintendo*
2. *Expand Digital Revenue Streams - New Business Models / Asia*
3. *Cost Efficiency & Productivity - Leverage R&D & License Costs*

Vision - To Become the **World's Leading Sports Entertainment Brand**

Increase Segment Shares

Global Packaged Goods Segment Share

Continued **Share Gains** on FIFA and NBA

Grow the Football Business

Launch **Seven+ New IPs:**

- Casual IP: Playground, FaceBreaker, One more Unannounced in Fiscal 2009
- Core IP: Four Unannounced through Fiscal 2011

Tighten **Quality and Execution**



Segment Share Growth over the Next Three Years

Increase Segment Shares

NBA Live 08

Professional Basketball Share – 56 percent* (**Up Seven Points vs. Last Year**)

NBA LIVE 08 **Closed the Metacritic Gap** with 2K:

- Xbox 360 **74** (+15 pts vs. last year) - gap down 25 pts to 7
- PS3 **72** – gap 9 pts
- PS2 **68** (+5 pts vs. last year) - gap down 18 pts to 4

Exclusive on the **Wii**

Exciting **New Innovations** for FY09



NBA Live – Turning the Corner

Increase Segment Shares

FIFA 08

FIFA 08 Share vs Pro Evolution Soccer (PES) – 56 percent* **(Up Seven Points vs. last year)**

FIFA 08 **Metacritic Overtook PES:**

- Xbox 360 **81** (+8 pts vs. last year) – 1 pt ahead of PES
- PS3 **80** – 6 pts ahead of PES
- PS2 **83** (+1 pt vs. last year) – 2 pts ahead PES

Critically Acclaimed Innovations with ‘Be a Pro’ and ‘Online Team Play’

FY08 **Revenue Up 35** percent from FIFA 07

Exciting **New Innovations** for FY09



FIFA Share Increasing

Increase Segment Shares

Football

Madden still **Clear Leader** in Football Category

Improving **Product Quality**:

- PS3 **81** (vs. 76 last year) – 8 pts ahead of 2K
- Xbox 360 **85** (vs 80 last year) – 10 pts ahead of 2K

Strong Year Ahead in FY09:

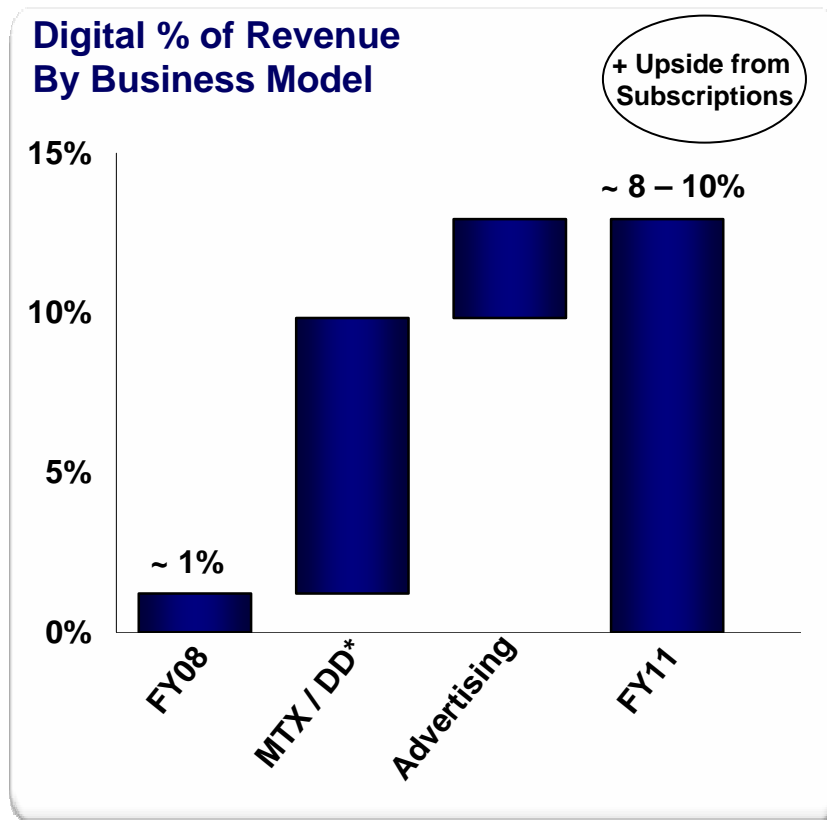
- Capitalize on **Madden 20th Anniversary**
- Leverage feature set to continue **Product Quality Gains**



Madden NFL 09 Positioned To Grow Category

Expand Digital Revenue Streams

Target



Monetize EA SPORTS World Globally

Build on FIFA Online success in Asia -
Deploy **Mid-Session Games** Globally:

- **Five Western World** by FY11
- **Four in Asia** by FY11

Launch Console Products with
Downloadable Content Business Models

Grow **Advertising Revenue 6x**

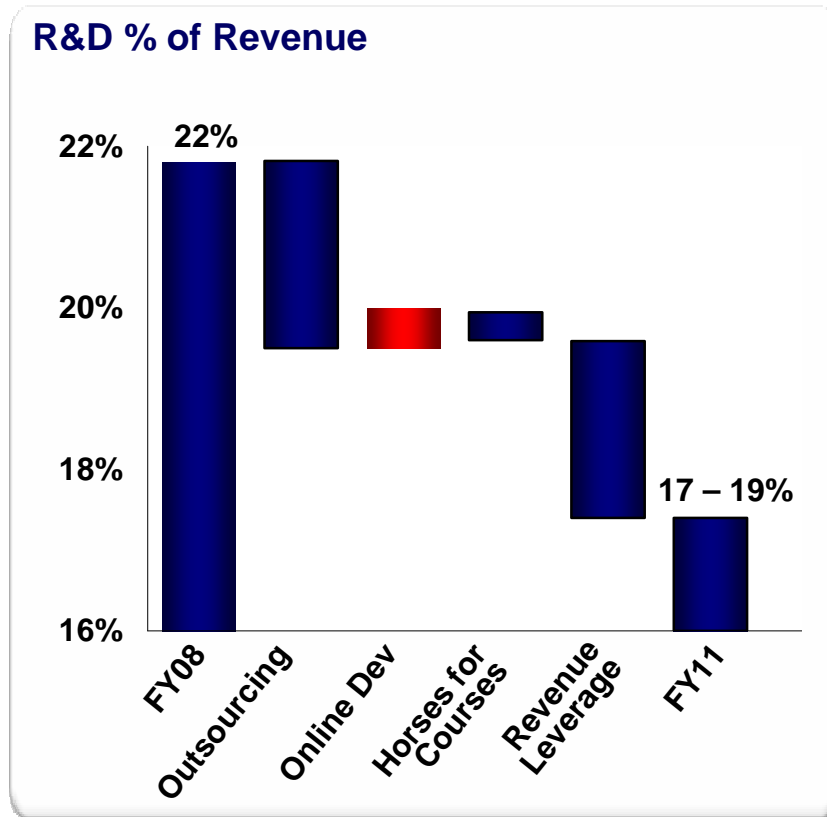
Subscription Business Upside

Move Online Fast

* MTX / DD – Microtransactions & Digital Downloads

Cost Efficiency & Productivity

Research & Development



Dramatically **Increase Outsourced Low-Cost** Development

Invest in **Online Development**

Leverage Scale & Development processes - **Reduce Total Staff Months** per SKU

Invest Appropriately against Opportunities – Fail Fast, Fail Cheap

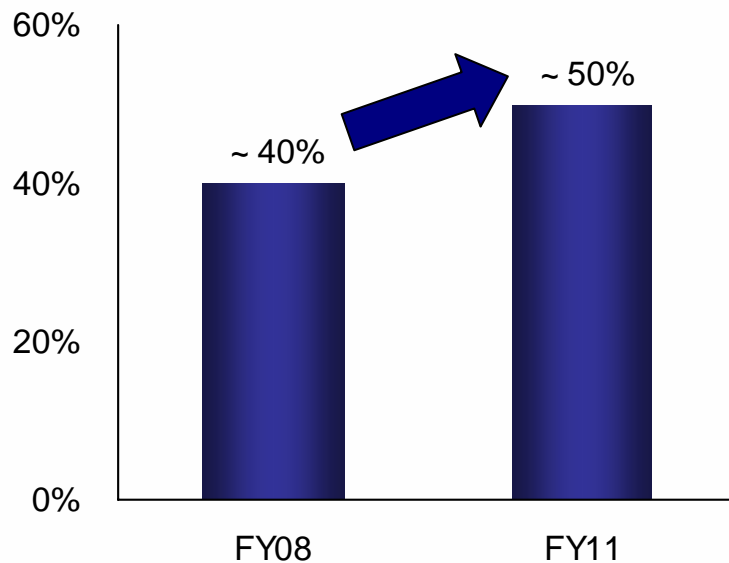
Keep **Development Overhead Flat**

R&D Leverage 3 to 5 Percentage Points

EA SPORTS

Globalize

International Revenue %



Become a truly **Global Business**

Launch **Five New Packaged Goods Titles** with **International Appeal**

- **Global Licenses**
- **Non-Licensed Sports**

Build **Global Online Communities**

- **Double Online Games** from 4 to 8

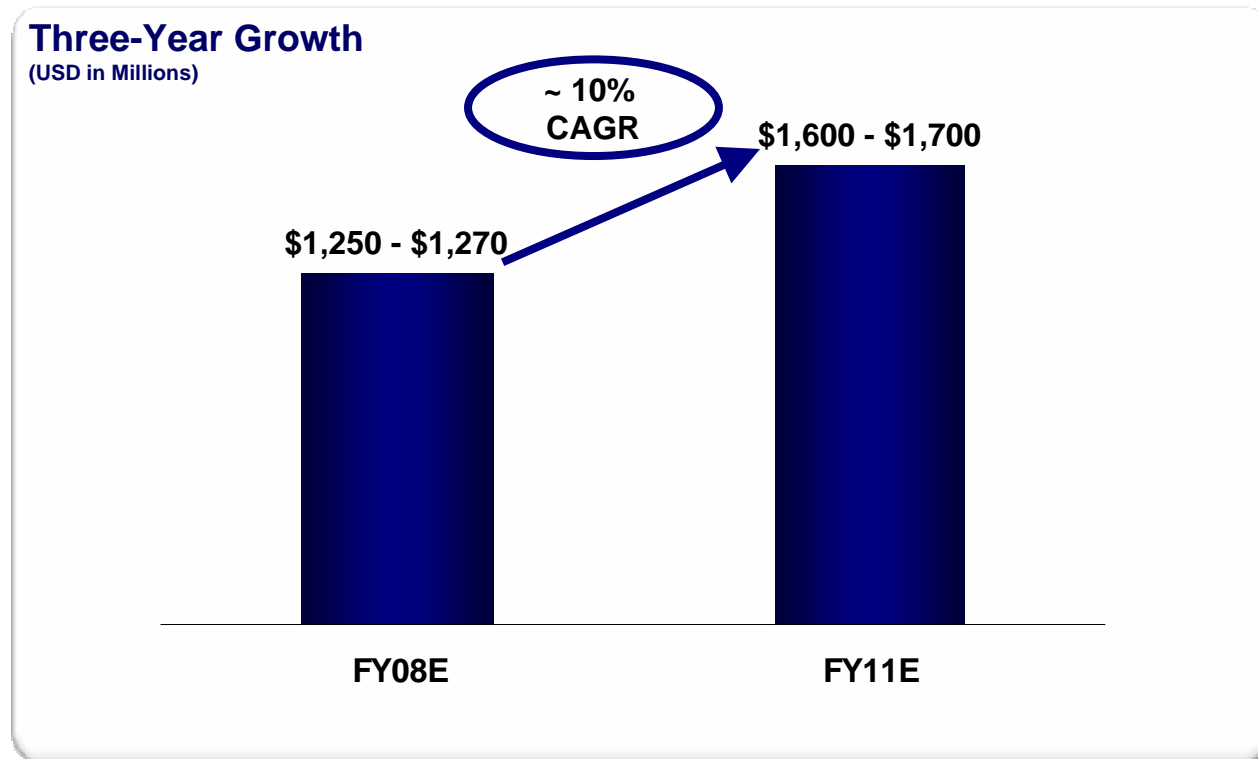
Low Cost Development Centers



Capitalize on Revenue Opportunities from Global Expansion

EA SPORTS

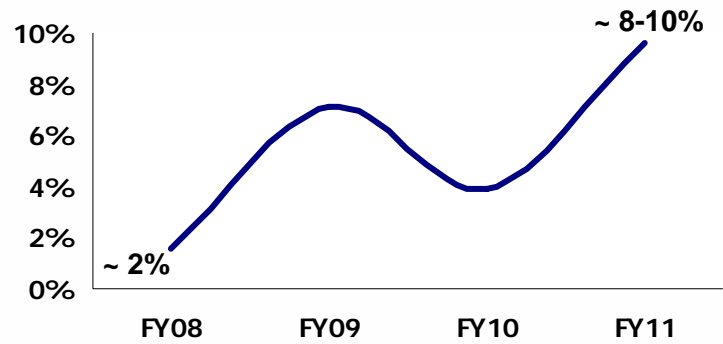
Revenue



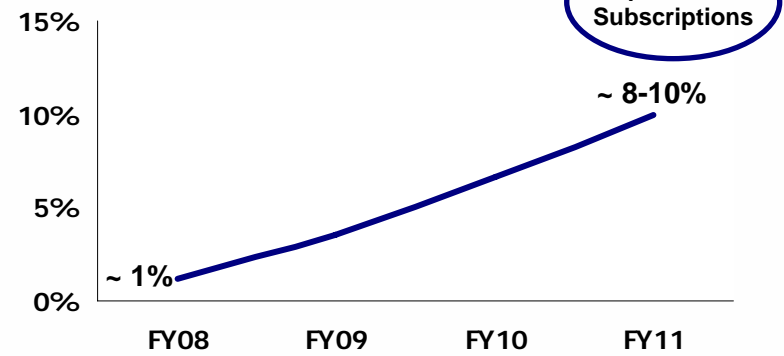
Double-Digit Top Line Growth: ~10% CAGR

Key Metrics

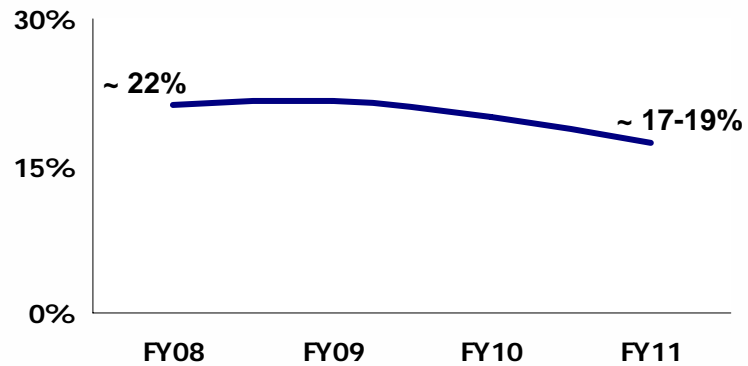
Owned IP % of Revenue



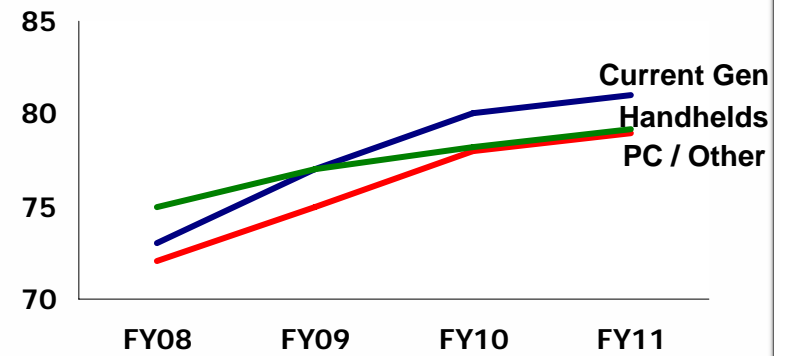
Digital Revenue % of Total



R&D % of Revenue



Metacritic Rating



EA SPORTS

Summary

EA is the Global Interactive Entertainment **Sports Leader**

Nintendo Platforms are a Huge Opportunity

EA SPORTS will Significantly Increase its **Global Online Presence**

EA SPORTS will Transform from a Games Brand Focused on Sports to a **Sports Brand Focused on Games**

We will Remain **Centered Around our Games** Core Competency - Continuing to **Innovate and Improve Quality**

Transform EA SPORTS into a Double Digit Top Line Growth Business

EA SPORTS

Peter Moore, President

